

**ABSTRACT**

A method and system for multicasting or broadcasting a message to a specific group of mobile stations or to a specific group of cell sectors in a cellular wireless communication system. The method may include maintaining a record of which mobile stations are in a particular multicast group, and may include maintaining a record of which cell sectors are currently serving one or more members of the multicast group. The records may be maintained at one or more network entities, such as a radio network multicast router/server and/or hosts on a packet-switched network. By sending multicast messages, such as IP messages, to only those cell sectors currently serving members of a multicast group, network resources may be conserved.